

SALINA ARTS & HUMANITIES COMMISSION
April 18, 2007

The monthly meeting of the Salina Arts and Humanities Commission was held at the Smoky Hill Museum Community Room at 4:30 p.m. on Wednesday, April 18, 2007. In attendance were Marilyn Benyshek, Shirley Braxton, Peggy DeBey, Randall Hardy, Rachel Loersch, Linda Moore, Cheri Parr, Linda Smith, John K. Vanier II, and Ted Zerger. Staff Present: Sharon Benson, Kathy Burlew, Carrie Carpenter, Brigid Hall, Susan Hawksworth, John Highkin, Glenda Johnson, and Karla Prickett. Also in attendance: Carmen Wilson, League of Women Voters. Absent: Shawn Crawford, Brett Halderman and Gayle McMillen.

Smith called the meeting to order at 4:30 pm.

Minutes

Benyshek motioned to approve the March 21, 2007 minutes and Parr seconded. Motion passed.

Staff Reports

Loersch asked about the Sunday Art initiative. Prickett will give a detailed report during the Focus Time.

Zerger distributed Peace Garden photos from Diane Mataraza's visit.

Focus Time: Smoky Hill River Festival – Part 1

Prickett distributed an example of the packet that is sent to potential Art Patrons who are in the database but have not participated in the program. A different letter goes those who have participated. The programs asks that participants make a "good faith" pledge of \$250 or more toward the purchase of artwork from the Fine Art Show. Patrons do not make donations to artists; these are real purchases of artwork made by the patrons, with money changing hands only between patrons and artists. Throughout the Festival weekend, they make one or more purchases from any number of Fine Art Show artists in an amount equal to or greater than their pledge. Each Art Patron and a guest are treated to a gourmet breakfast catered by the Country Club in Oakdale Park's formal garden, followed by an early preview of the show beginning at 9:00 a.m. on Saturday morning, June 9th. At \$500 each, 10 community members sponsor the breakfast which annually draws 350 – 400 attendees. Prickett encouraged commissioners to join the Art Patron Program. People who pledge receive a bag full of goodies that includes art patron award placards that are given to the artists when they purchase items. Over \$95,000 is spent in the Fine Art show through this program, which helps attract artists to apply to the show.

This year's t-shirt was designed by Ben Schlitter who graduated from Fort Hays with an MFA degree in Graphic Design. The design of the t-shirt was displayed. Colors of shirts were announced.

Festival Print was designed by artist Randy Regier, Portland, ME. It is a PhotoShop design with 30 layers composed after an old, 1950's magazine cover. The artist statement was distributed. Before moving to Maine, Regier lived in Abilene and exhibited in the Festival's fine art show and at the Kistler Beach Museum. He also worked at Salina Art Center.

The Festival news release was distributed. The news release is the information shared with the media and represents a quick version of what will be taken place at the Festival.

The individual fundraising piece was distributed along with a Festival expense/income pie chart. The pie chart is enclosed in the fundraising packets to show that most expenses are for actual programming, and that income comes mainly from buttons. Hall said that we try to get the word out that we need individuals to buy buttons to cover expenses.

Sunday Art Initiative: Prickett – the intentions of this program is a new way to bring people to the fine art show. The Art Patron program adds greater sales on Saturday but Sunday is a little slower. Prickett has Joyce Harlow, Lincoln Art Center and Lana Jordan from Salina calling people to organize day trips. Joyce is targeting Hays and Russell. Also, Melanie Terrill is soliciting people from her group. Benyshek – are we expecting bus loads? Prickett - possibly but would even be happy with mini vans loaded with people. At the Festival, a greeter will welcome the Sunday groups and walk them once through the Festival. They would also be included in the continental breakfast that is served to the artists.

Other points of discussion: Sunday admission is \$7 buttons. Commissioners weren't aware of buttons being sold for \$7 on Sunday and suggested this be advertised. Buttons are sold on our Festival website and mail orders until June 1. MarketAide is handling our media buying this year. One of the many marketing tools is soliciting Festival coupons for \$7 admission through the Kansas Press Associations, which serves and advances the interests of Kansas newspapers.

Horizons Committee Update

Moore – the committee met yesterday (always the day before Commission) to discuss the Horizons gathering April 12th. Twenty-two people plus participants congregated for a cozy gathering at Hospice of Salina. Positive testimonies were heard from Thursday's gathering.

The Horizons Committee has started planning the fall fundraiser possibly 1st or 2nd Saturday of November. Members who will be renewing for 08/09/10 are 2/3 of the members – the goal is to have all members renew and also try to add to the base of Horizons. Crawford is working on a proposal to change the structure of how we offer people to become members (example: \$2500 level, \$1500 level). Highkin will be asking Lynne Ryan to become a member at large for the Horizons committee. Steve Preston will continue to be a member-at-large.

Highkin – other topics discussed at the meeting: formula to be used for funding grants, to keep up with the increasing funding requests; conflict of interest policy will be revised for clarity; moving the meeting from 1:00 instead of noon. The Horizons committee has been and will continue to be valuable. Horizons was started 21 years ago.

Horizons Grant Meeting Discussion

Smith opened the floor to discuss the April 9th grant session. Braxton – impressed with process – very specific, received excellent feedback. Loersch – thought suggestions Highkin and Smith made helped a lot – what to say and not to say, writing comments on the grants before the meeting – felt very positive regarding the guidance. Hardy – didn't feel inhibited. DeBey – questioned whether or not Commissioners would have felt the same if the people that received negative feedback attended the meeting. Smith – the Theatre grant comments wouldn't have changed – there were concerns but constructive criticism was given. Loersch – possibly more internal pressure would have been experienced if SCT attended the meeting. Parr – felt that every Commissioner interacted and nobody was left out – great feedback was received from the student liaison. DeBey – concern dollar amount that can be awarded is low and grants are getting better with our purpose to foster the art in our community. DeBey – three year grants are

a difficult, confusing process (budget for all three years are received but only to look at one year at a time). Organizations are all struggling with lower ticket sales – what is our responsibility? Organizations are looking for wisdom from us. Smith – rating system 5-4-3-2-1 – do we use percentages to consider a certain amount of money – ratio decision? Benyshek – our Horizons grants process is similar to music program – rubric idea might need to be looked at - comments and concerns are still received but the formulas are in there to determine the money. Zerger – world of formulas – we can't be a slave to the formula. Hardy – levels that we are looking for condensed to 1-5 scale increase to 1-15 scale. Benyshek suggested since dollars amounts are lower than money requested make a rule that organizations that are funded can't submit a grant for three years. This would eliminate lack of money. Hardy – avoid inflation – we can't fully fund all the money. Smith – overall very good job.

Artist Award Report

Patrick Bihlmaier's final artist award report was received. Highkin received positive comments from Bihlmaier. Bihlmaier was very thrilled and had a great experience, improving his harmonica playing and learning about customizing stock harmonicas.

Horizons Artist Award: Summary of Applications

Smith – five applications for \$500 each were received with a budget of \$2500. All grants extremely diverse. Benyshek – Brock Chart is a high school music student and she was very thrilled about his project. The project summaries were reviewed. Parr – good variety not a lot of repetition. John Davis' grant was received after he attended Romney Nesbitt's Creativity Coaching workshop co-sponsored by CLASS and Horizons. Fifty people participated in that workshop, including another Artist Award applicant, Peggy Medina. Hardy motioned to approve funding of all five grants and Benyshek seconded. Motion passed.

CAD Update

Highkin – working with the City Manager and staff to constitute the Community Art & Design Committee. City Clerk is taking Letters of Interest (LOIs) through the City's website. The Committee will have, by policy, two Arts & Humanities Commissioners, one of whom is chair, three art/design professionals including one working artist and one working design professional, and two community-members-at-large. In constituting the Committee, working to set up a timeline that works with the City's budget process which includes the CIP Plan process. Budget work starts in May and CIP proposals go into the budget which is heard by the City Commission in August and revised in late fall. Plan is to constitute the Committee early this summer – Mayor and City Commission put forward the names of its members. A visualization of how a CIP project gets into and the moves through the CAD program is in the process.

The Big Ideas

Smith – Facilitator Diane Mataraza's next visit will be May 1-3. Steering Committee meeting, May 2, 4-5:30 p.m. will include Salina Arts & Humanities Commissioners who aren't on the committee. Burlew has emailed Commissioners regarding this meeting and time. Randy Graham, Smith, Highkin and Burlew talked with Mataraza a week after her visit to discuss May's visit. Highkin announced we are ready for the survey creation phase of The Big Ideas – organization survey will be distributed to 22 organizations whose programs and mission are cultural and 33 organizations which do some cultural programming. Artist survey will be available on line soon. On Wednesday, May 2, Mataraza will hold a meeting with artists who live and/or work in Saline County; over 180 letters have been mailed inviting artist to participate. Also Mataraza has developed a staff survey and public opinion survey that will go live soon.

Burlew has entered names from sign in sheets from Mataraza's visit in March. Lots of responses were received from everyone. Big Ideas and Big Realities responses received from SC members that will be compiled and used during the May meeting. On April 30th 6-7:00 p.m. in the Museum lobby, we will be hosting a reception/forum for funders (Friends of the Museum, Festival sponsors, and Horizons members.) This gives more opportunity to spread the word about The Big Ideas.

Museum Update

Rundown of current programs including the new temporary exhibition on tools ("From Caveman to Craftsman"). A book signing for the next First Thursday Art Rush. Highkin – Diane Mataraza is working with the Museum on a strategic plan which dovetails into the AAM (American Association of Museums) reaccreditation for the Museum. Benyshek – attendance of over 500 per month in the gallery? Hawksworth – average is hard to determine: last year was when the new gallery opened and the year before is when we were closed.

Board Nominating Committee

Smith asked Commissioners to complete the Board Grid. Smith expressed her thoughts as a board member – she feels that when she serves on a board, she is not just giving her time but also donating money. Several Commissioners donate every year which is much appreciated but the Commission could use everyone's help – in Horizons, the River Festival. Zerger – helps when Commissioners have all donated - this can be used to market to other potential funders.

The Nominating Committee members for this year will be DeBey, Benyshek and Zerger. New City Commissioner Luci Larson has to leave the Arts & Humanities Commission, while one Commissioner (Smith's) term will expire and two Commissioners are up for renewal for another term each (Braxton and Parr). Highkin will be in touch with the Mayor regarding recommendations.

Business

Benyshek announced she has been working on the Eric Stein Stage with a plaque, bust and letters. The bust is complete and letters have been mailed. June 2 is the date for the dedication.

Benson – Art a la Carte this Friday will be the South Middle Jazz Band. The Festival website is built around the news release and should be going live by the end of week. MarketAide is doing our media ads, mailings, etc. Looking forward to the results.

Highkin – the Americans for the Arts Economic Impact Study is now being called *Arts and Prosperity III* – we will be given a report specific to Salina and its economy by the end of April. Members of the Cultural Roundtable will build a dog and pony show for presentation of the study to the City Commission, service clubs and civic groups. We will start doing our presentations after the Festival.

Hardy motioned to adjourn the meeting and Benyshek seconded. Motion passed. Smith adjourned the meeting at 5:30 p.m.

/kab